

EC PĀ'IA TOWN PROJECT
MAUI COUNTY COUNCIL
HOUSING AND LAND USE COMMITTEE
WEDNESDAY, MAY 20, 2026

Council-Initiated
Community Plan
Amendment and
Change of Zoning



Received at HLU Committee on 05/20/2026

PROPOSED PROJECT | Location



- Pā'ia, Maui
- Within the Hāmākuapoko Ahupua'a
- Mauka of Hāna Highway
- Makai of the former Pā'ia Mill
- West of Baldwin Avenue

PROPOSED PROJECT | EC Paia LLC Lands



- EC Paia LLC owns 339.18 acres of land outlined in black
 - (2) 2-5-005:018 (245.35 ac)
 - (2) 2-5-005:066 (85.16 ac)
 - (2) 2-5-005:067 (7.54 ac)
 - (2) 2-5-005:068 (1.13 ac)
- Pā'ia Farms Subdivision (2) 2-5-005:018
 - Submitted subdivision application (SUBD2023-00001), subdivision construction plans (CON2026-00003), and mass grading permit (G2026-00056)

PROPOSED PROJECT | Overview

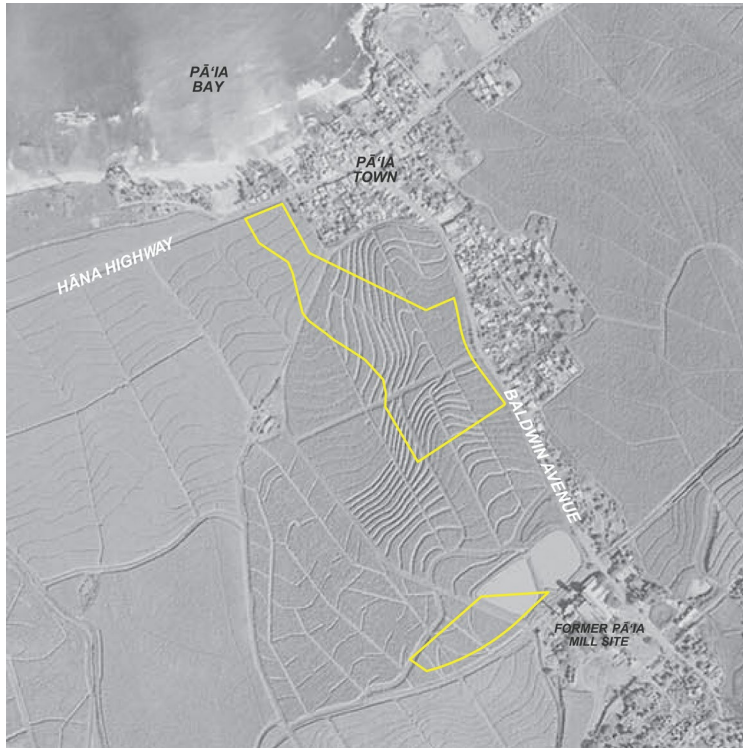


Council-initiated Community Plan Amendment and Change of Zoning

EC Pā'ia Town Project

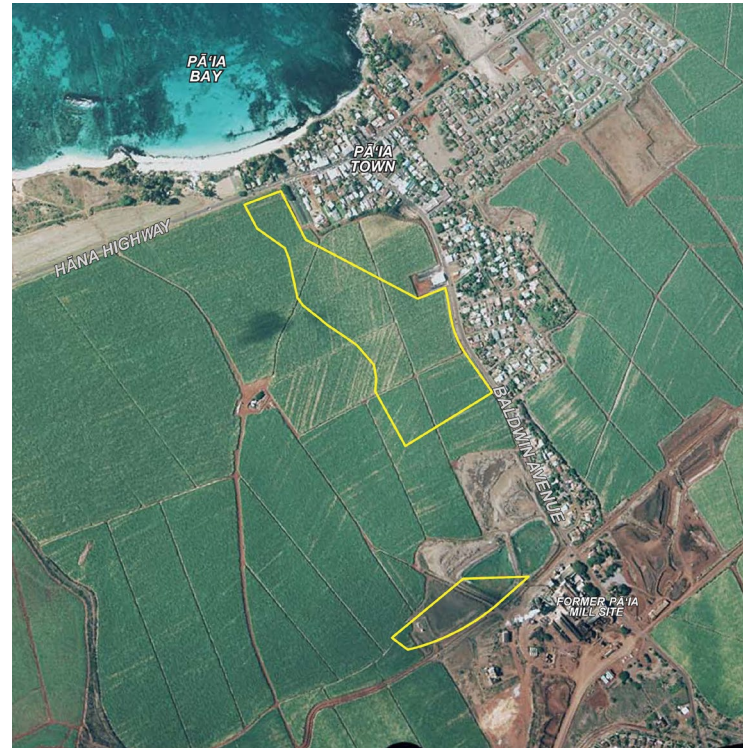
- Proposed mixed-use community consistent with existing Maui long-range plans
- Portions of two TMK parcels:
 - 2-5-005:066 (portion)
 - 2-5-005:067 (portion)
- 40.392 acres
- Also submitted on MAPPS (ZPA2026-00001)

PROPOSED PROJECT | Historic Land Use



1965

Intensive agricultural use
since 1870s



2000

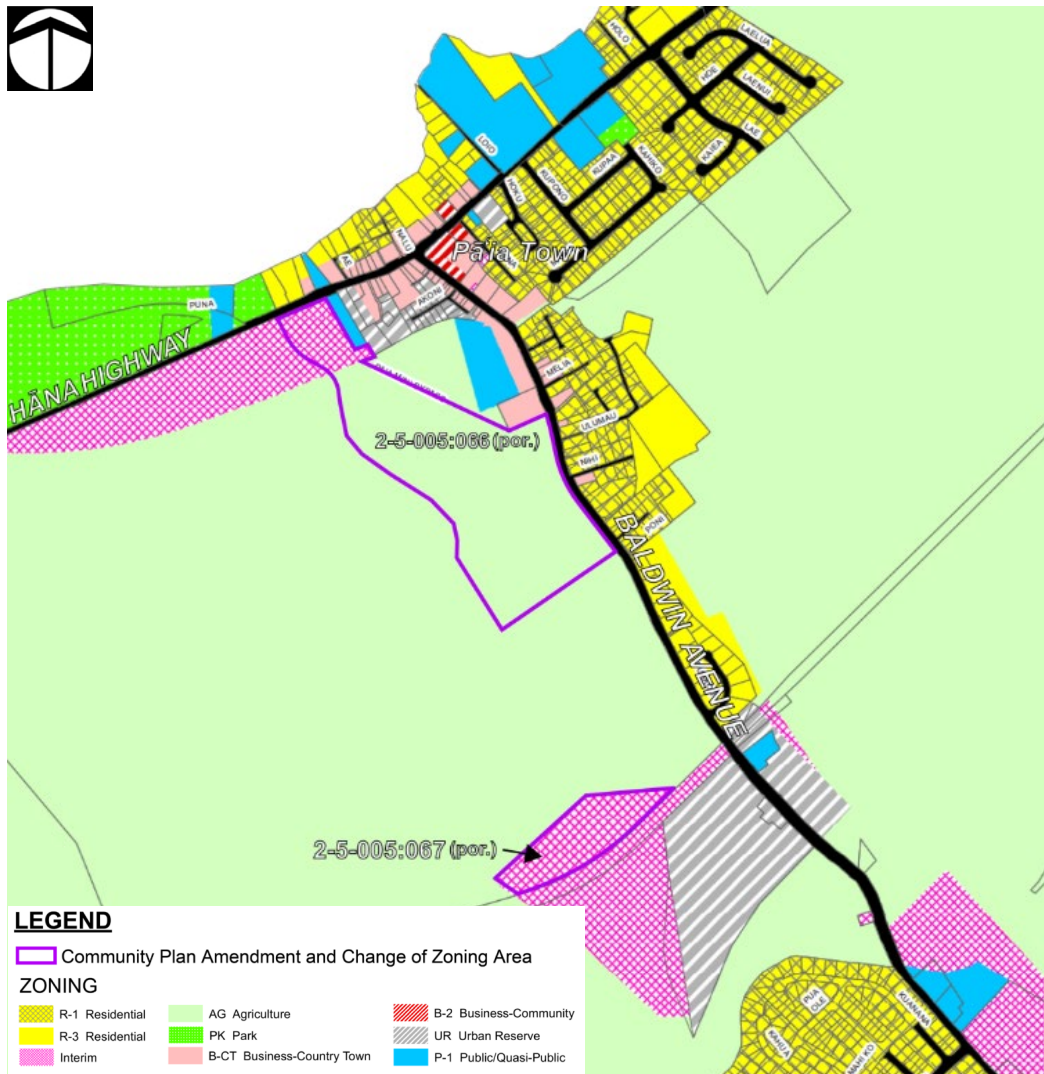
Pā'ia Mill ceased
operations in 2000



2026

Currently used for cattle
grazing

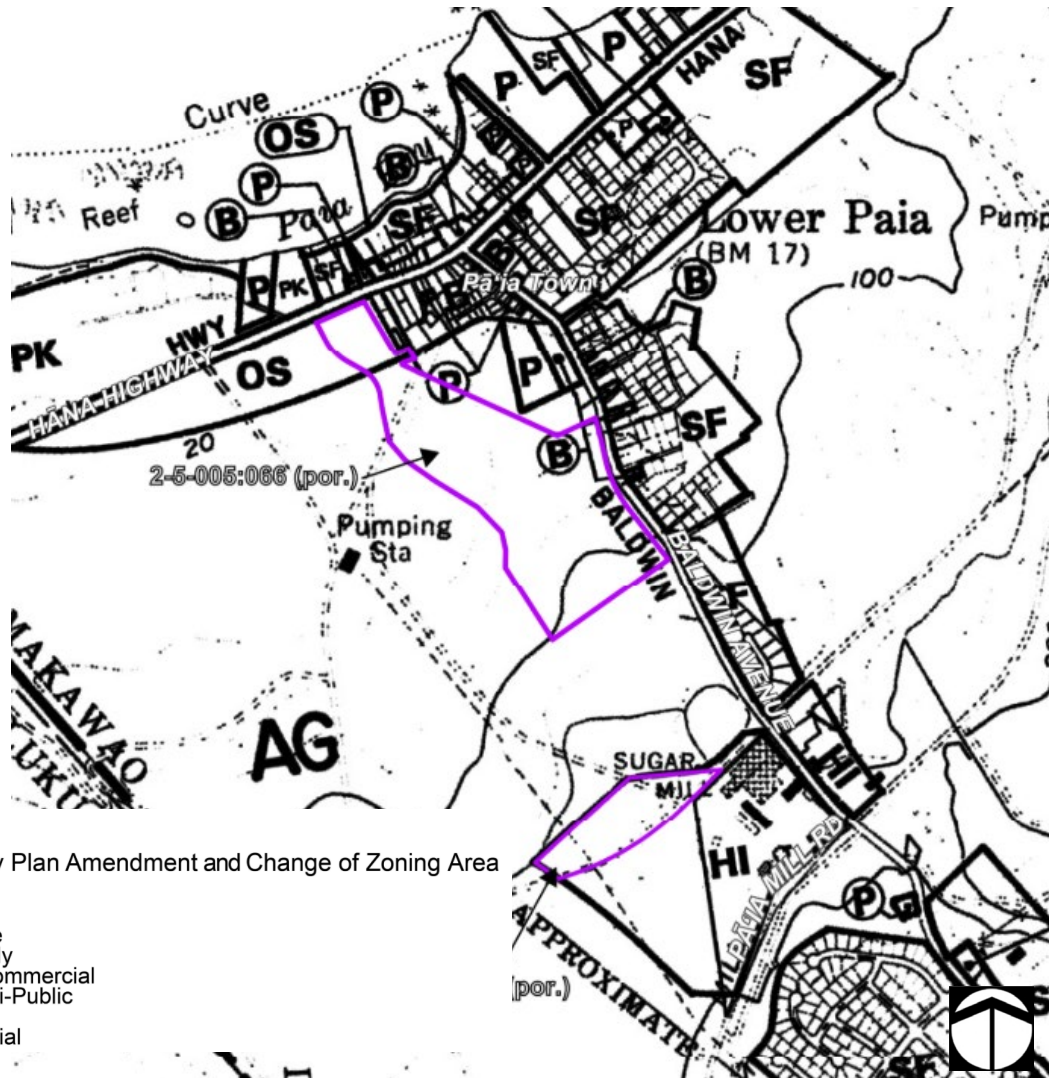
EXISTING CONDITIONS | County Zoning



- Interim District
- Agricultural District

EXISTING CONDITIONS |

Pā'ia-Ha'ikū Community Plan



- Open Space
- Agriculture
- Heavy Industrial

PROPOSED PROJECT | Maui Island Plan

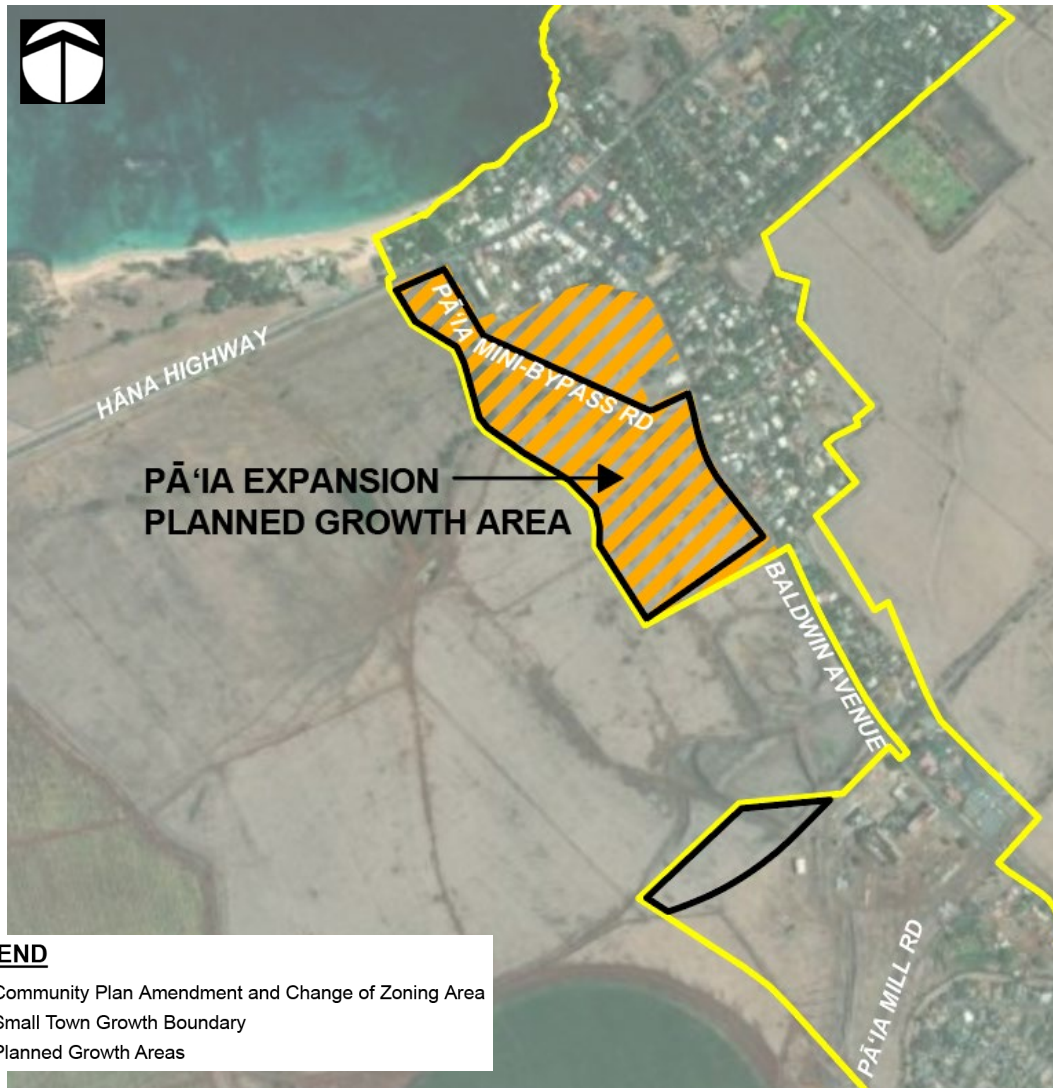


- Both parcel portions are entirely within the Maui Island Plan (MIP) **Small Town Growth Boundary** (yellow outline)
- Includes a large portion of the MIP's **Pā'ia Expansion Planned Growth Area** (orange hatch)

PROPOSED PROJECT | Maui Island Plan

Maui Island Plan “Pā‘ia Expansion” Planned Growth Area Rationale

- Envisioned as a “**compact, mixed-use small town expansion** that replicates the authentic architectural styles and design vocabulary of the business country towns of Maui”
- “Urbanization of this site will **provide residential housing in a location that is adjacent to Pā‘ia Town’s employment opportunities**”



PROPOSED PROJECT | Maui Island Plan

Maui Island Plan “Pā‘ia Expansion” Planned Growth Area Rationale

- “Should include a **mix of residential and commercial uses, lot sizes, single-family, and multifamily housing units**”
- “Should also include appropriate **public facilities, services, parks, a medical clinic, civic and open spaces**, as well as **neighborhood-serving transit stops**”
- “Designed to provide **multimodal connections** between the existing and new community, and to other areas of the island”

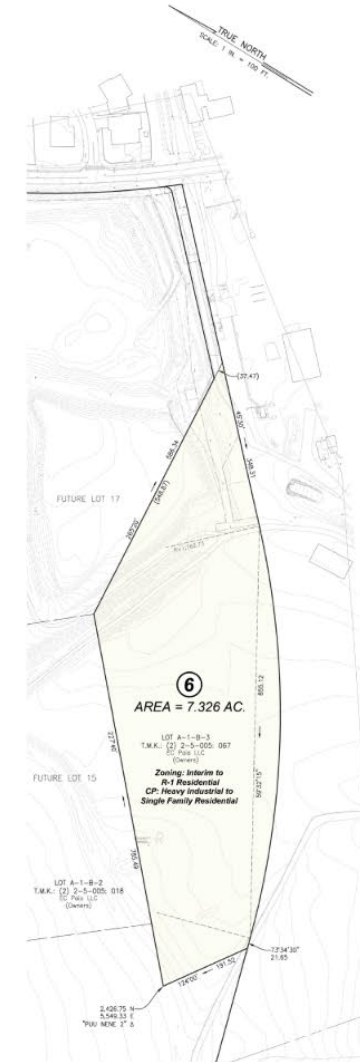
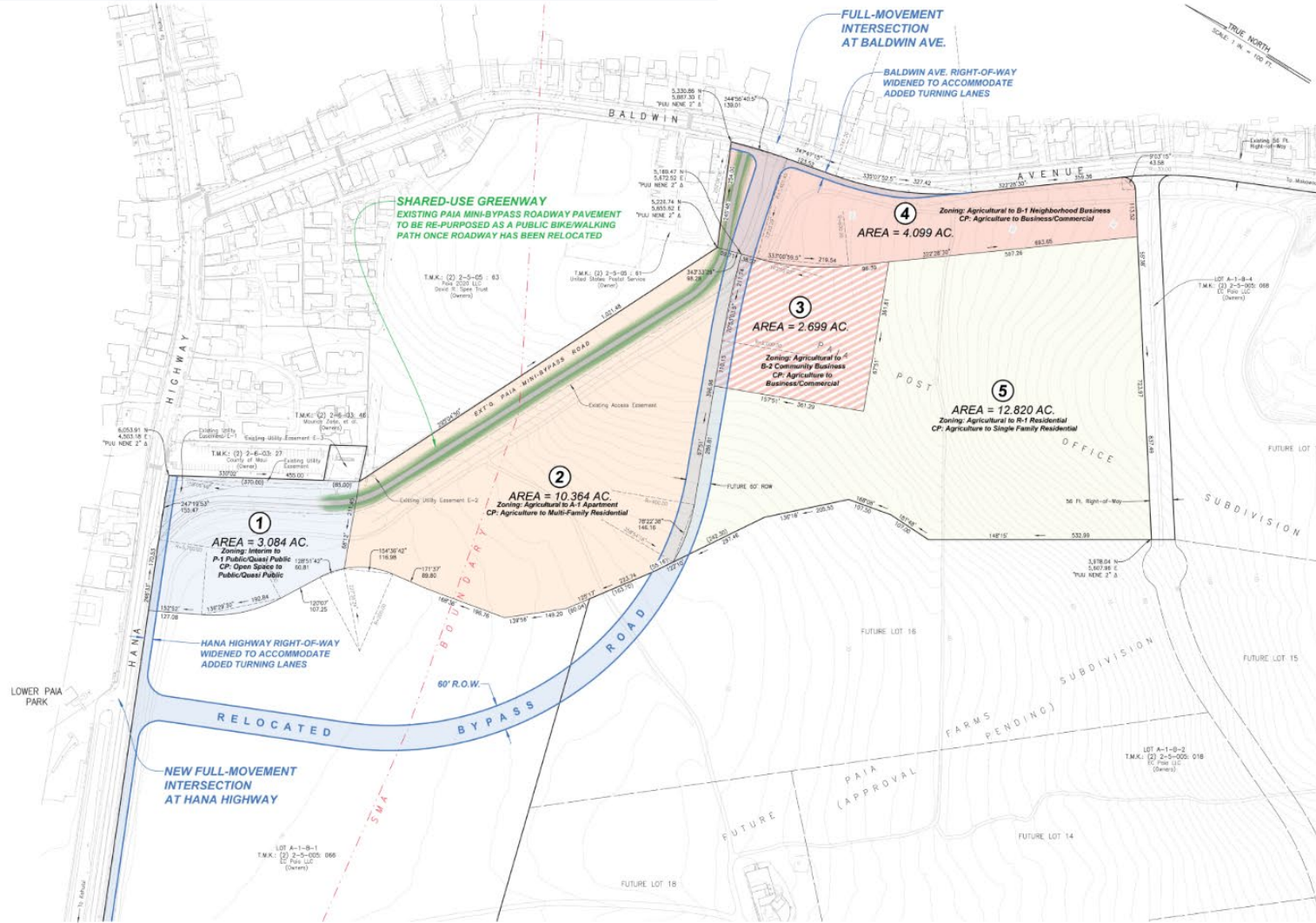
PROPOSED PROJECT | Maui Island Plan

Maui Island Plan “Pā’ia Expansion” Planned Growth Area Rationale

Planning Guidelines (Maui Island Plan, Table 8-20)

- Approximately 207 dwelling units with a net residential density of 7-10 dwelling units per acre
- Balanced mix of single-family and multifamily units
- 30% parks and open space
- Neighborhood serving commercial

PROPOSED PROJECT | Site Plan



EC Pā'ia Town Proposed Community Plan and Zoning Boundaries T.M.K. 2-5-005: 066 (Por.) and 067 (Por.) Paia, Maui, Hawaii

PROPOSED PROJECT | Public Parking Lot



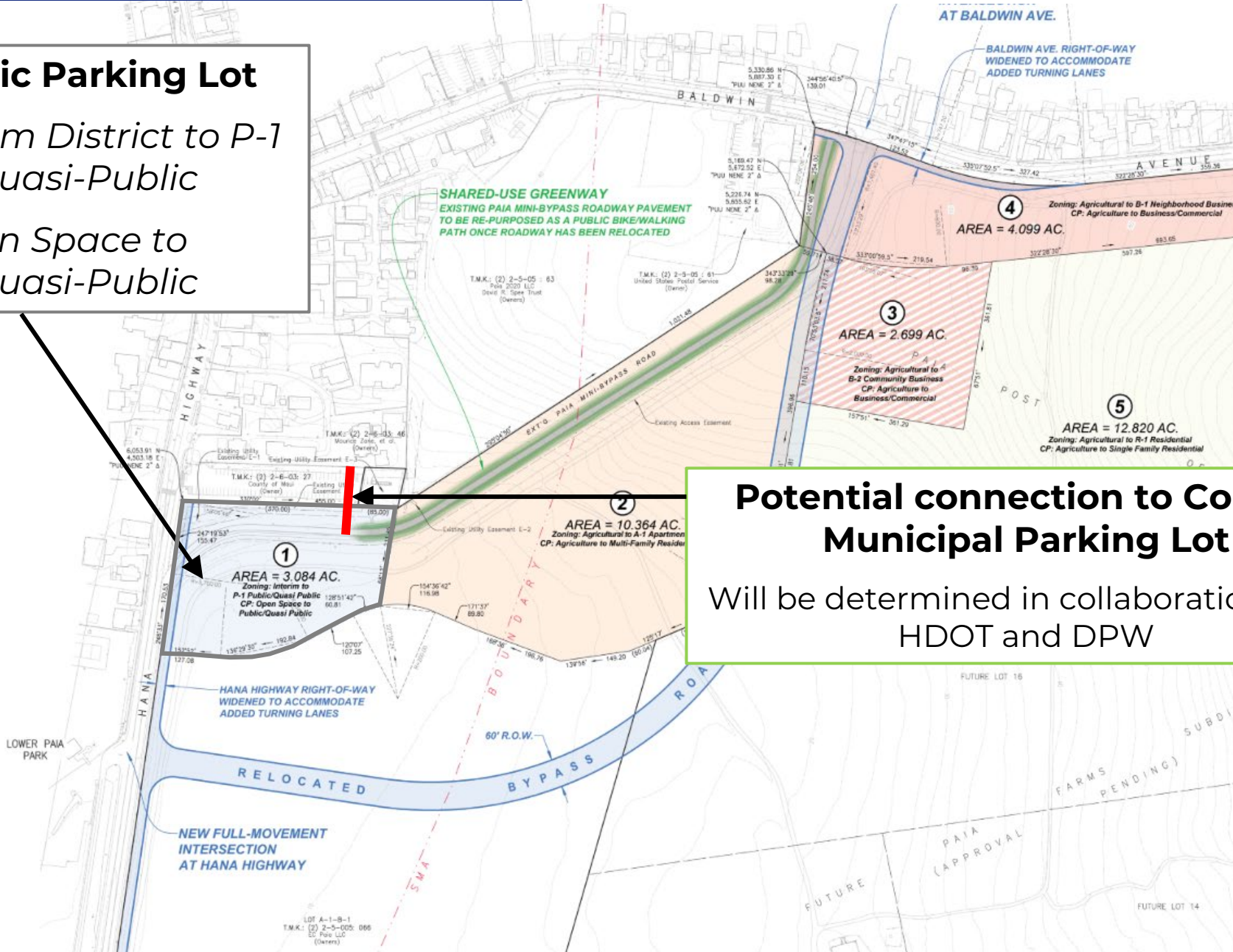
- Approximately **200 stall public parking lot to alleviate existing parking congestion**, supporting existing and proposed businesses and community uses
- Intended to serve as an overflow lot and accommodate vehicles from the County Municipal Parking Lot and the Mana Foods parking lot
- Access and circulation will be determined in collaboration with HDOT and DPW

PROPOSED PROJECT | Public Parking Lot

Area 1: Public Parking Lot

Zoning: Interim District to P-1
Public/Quasi-Public

CP: Open Space to
Public/Quasi-Public



Potential connection to County Municipal Parking Lot
Will be determined in collaboration with HDOT and DPW

PROPOSED PROJECT | Housing



- Approximately 170 residential units
- Preliminary mix of 120 single-family and 50 multifamily residential; 'ohana units per MCC §19.35.050
- Will satisfy Maui County Code Chapter 2.96 and provide additional gap group residential units
- Estimated densities of 10 dwelling units per acre in multifamily and 3 to 7 dwelling units per acre in single-family
- Building heights will be limited to two stories and 30 feet above grade, consistent with the PHCP and *Pā'ia-Ha'ikū Country Town Design Guidelines*

PROPOSED PROJECT | Housing

- **Workforce rental units** targeting households up to 120% Area Median Income (AMI)
- **Gap group single-family homes** targeting households between 120% AMI and 220% AMI
- **Market units** targeting primarily local Maui buyers
 - Designed for owner-occupants
 - Prioritize lower HOA dues over amenities
 - Zonda's preliminary market assessment recommends pricing at \$1.0M-\$1.6M

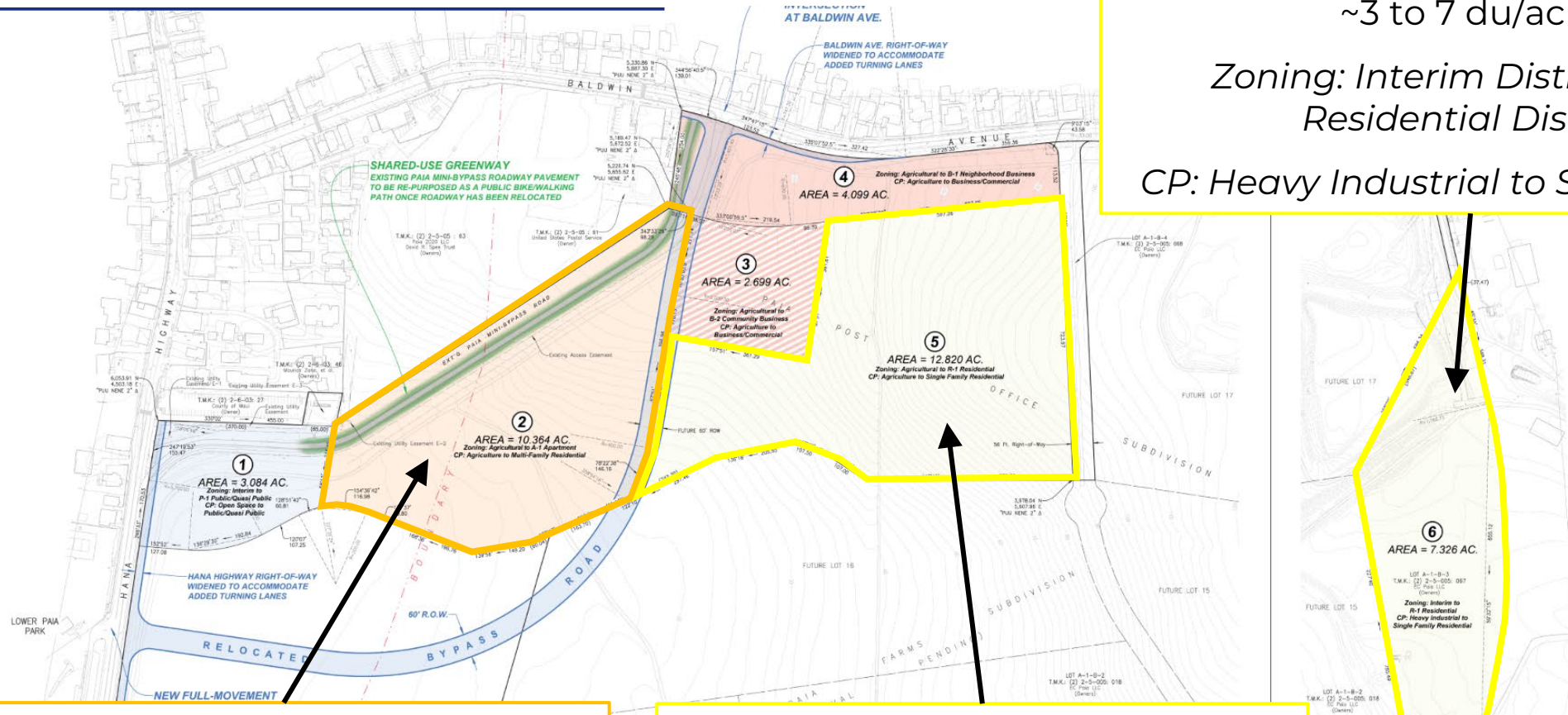
PROPOSED PROJECT | Housing

Area 6: Proposed Single-Family Residential

~3 to 7 du/acre

Zoning: Interim District to R-1 Residential District

CP: Heavy Industrial to Single-Family



Area 2: Multifamily Residential

~10 du/acre

Zoning: Agricultural District to A-1 Apartment District

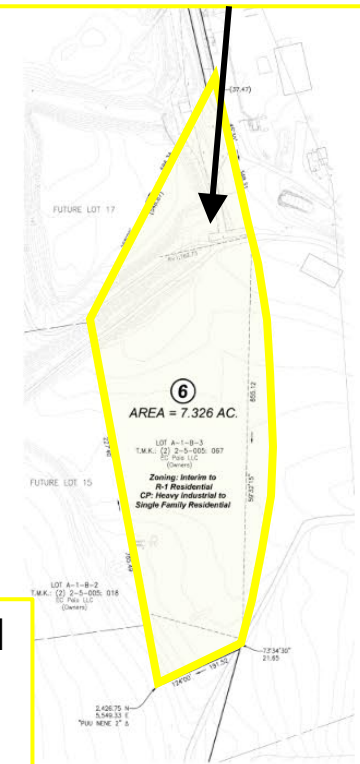
CP: Agriculture to Multi-Family

Area 5: Single-Family Residential

~3 to 7 du/acre

Zoning: Agricultural District to R-1 Residential District

CP: Agriculture to Single-Family



PROPOSED PROJECT | Commercial and Services



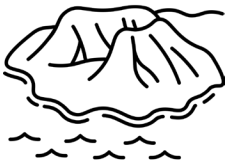
General merchandising store, gym/fitness center, and other neighborhood serving commercial uses along Baldwin Avenue



Medical/dental wellness clinic and urgent care



Potential preschool/daycare

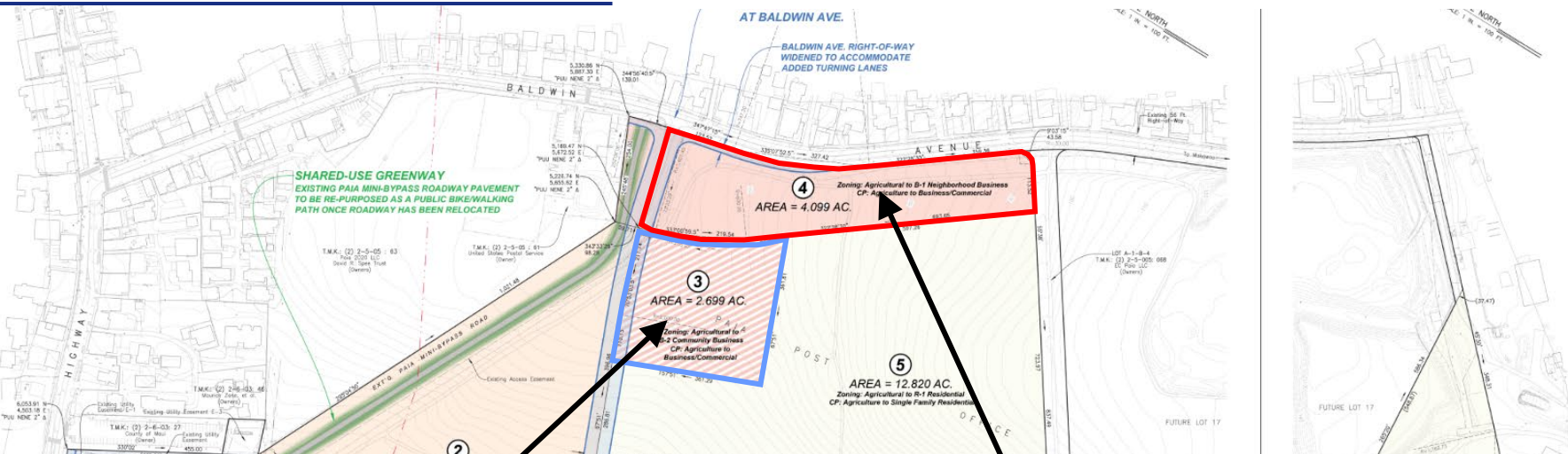


Potential heritage hall/center



Building heights will be limited to two stories and 30 feet above grade, consistent with the PHCP and *Pā 'ia-Ha 'ikū Country Town Design Guidelines*

PROPOSED PROJECT | Commercial and Services



Area 3: Medical/Dental Wellness Clinic and Urgent Care
Zoning: Agricultural District to B-2 Community Business District
CP: Agriculture to Business/Commercial

Area 4: General Merchandising Store, Neighborhood Commercial, Gym/Fitness Center, Potential Preschool/Daycare, and Potential Heritage Center/Hall
Zoning: Agricultural District to B-1 Neighborhood Business District
CP: Agriculture to Business/Commercial

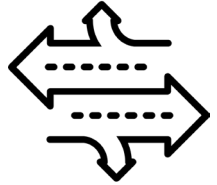
EC Pā'ia Town
Proposed Community Plan and Zoning Boundaries
 T.M.K. 2-5-005: 066 (Por.) and 067 (Por.)
 Paia, Maui, Hawaii



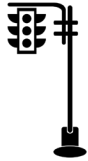
Source: WARREN S. UNEMORI ENGINEERING, INC. 2026.
 Disclaimer: This graphic has been prepared for general planning purposes only.

PROPOSED PROJECT |

Roadways and Transportation



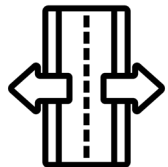
Relocating Pā'ia Mini Bypass Road and making it a two-way road to improve traffic flow and safety



To accommodate two-way operations, a **new traffic signal anticipated** at Hāna Highway / Relocated Pā'ia Bypass Road



Hāna Highway will be widened to provide **westbound left-turn lane** onto Relocated Pā'ia Bypass Road



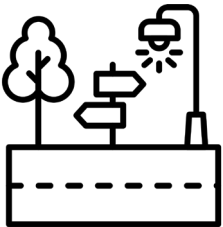
Baldwin Avenue will be widened to provide **northbound left-turn lane** onto Relocated Pā'ia Bypass Road

PROPOSED PROJECT |

Roadways and Transportation

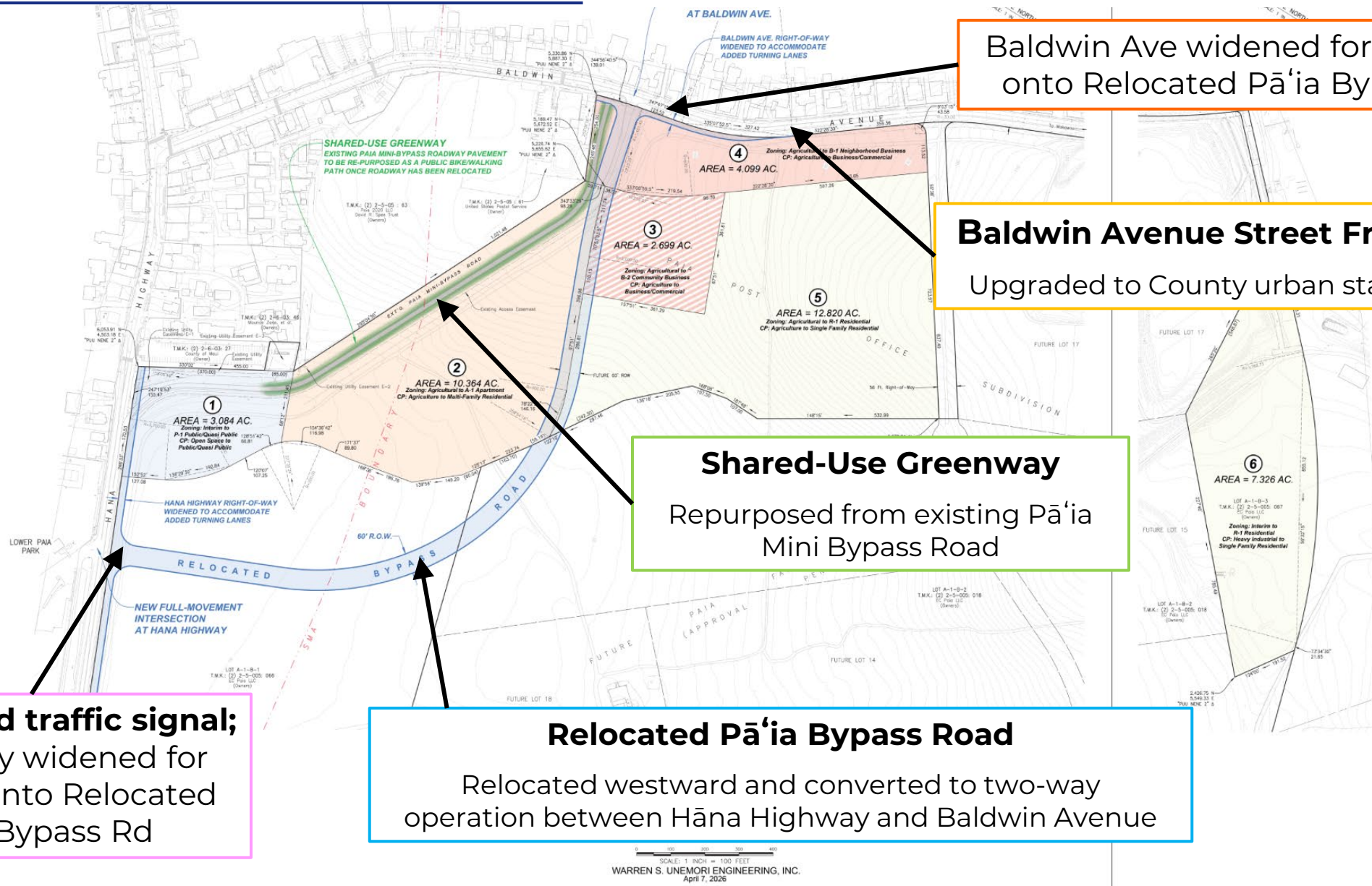


Re-purposing mauka portion of the existing Pā'ia Mini Bypass Road into a **shared-use greenway to support multimodal travel** and access



Baldwin Avenue frontage **upgraded to County urban standards**, including curbs, gutters, sidewalks, underground utilities, planters and bike lanes. Internal streets will be constructed to same standards.

PROPOSED PROJECT | Roadways and Transportation



Baldwin Ave widened for left-turn onto Relocated Pā'ia Bypass Rd

Baldwin Avenue Street Frontage Upgraded to County urban standards

Shared-Use Greenway Repurposed from existing Pā'ia Mini Bypass Road

Anticipated traffic signal; Hāna Hwy widened for left-turn onto Relocated Pā'ia Bypass Rd

Relocated Pā'ia Bypass Road Relocated westward and converted to two-way operation between Hāna Highway and Baldwin Avenue

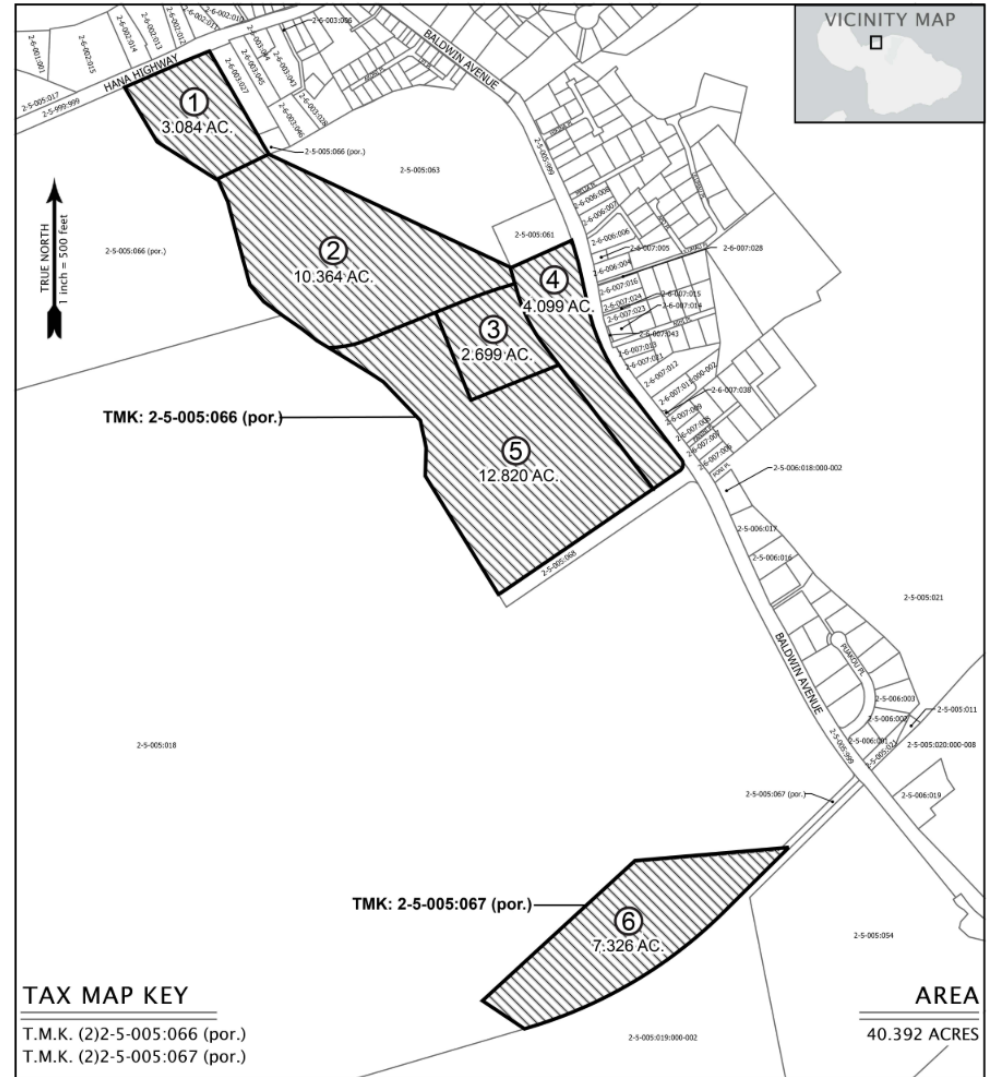
Source: WARREN S. UNEMORI ENGINEERING, INC. 2026.
Disclaimer: This graphic has been prepared for general planning purposes only.



LAND ZONING MAP NO. _____

CHANGE OF ZONING - PĀ'IA, MAUI, HAWAII

- FROM
- (1) INTERIM DISTRICT TO P-1 PUBLIC/QUASI-PUBLIC DISTRICT (3.084 AC.)
 - (2) AGRICULTURAL DISTRICT TO A-1 APARTMENT DISTRICT (10.364 AC.)
 - (3) AGRICULTURAL DISTRICT TO B-2 COMMUNITY BUSINESS DISTRICT (2.699 AC.)
 - (4) AGRICULTURAL DISTRICT TO B-1 NEIGHBORHOOD BUSINESS DISTRICT (4.099 AC.)
 - (5) AGRICULTURAL DISTRICT TO R-1 RESIDENTIAL DISTRICT (12.820 AC.)
 - (6) INTERIM DISTRICT TO R-1 RESIDENTIAL DISTRICT (7.326 AC.)



COMMUNITY PLAN MAP NO. _____

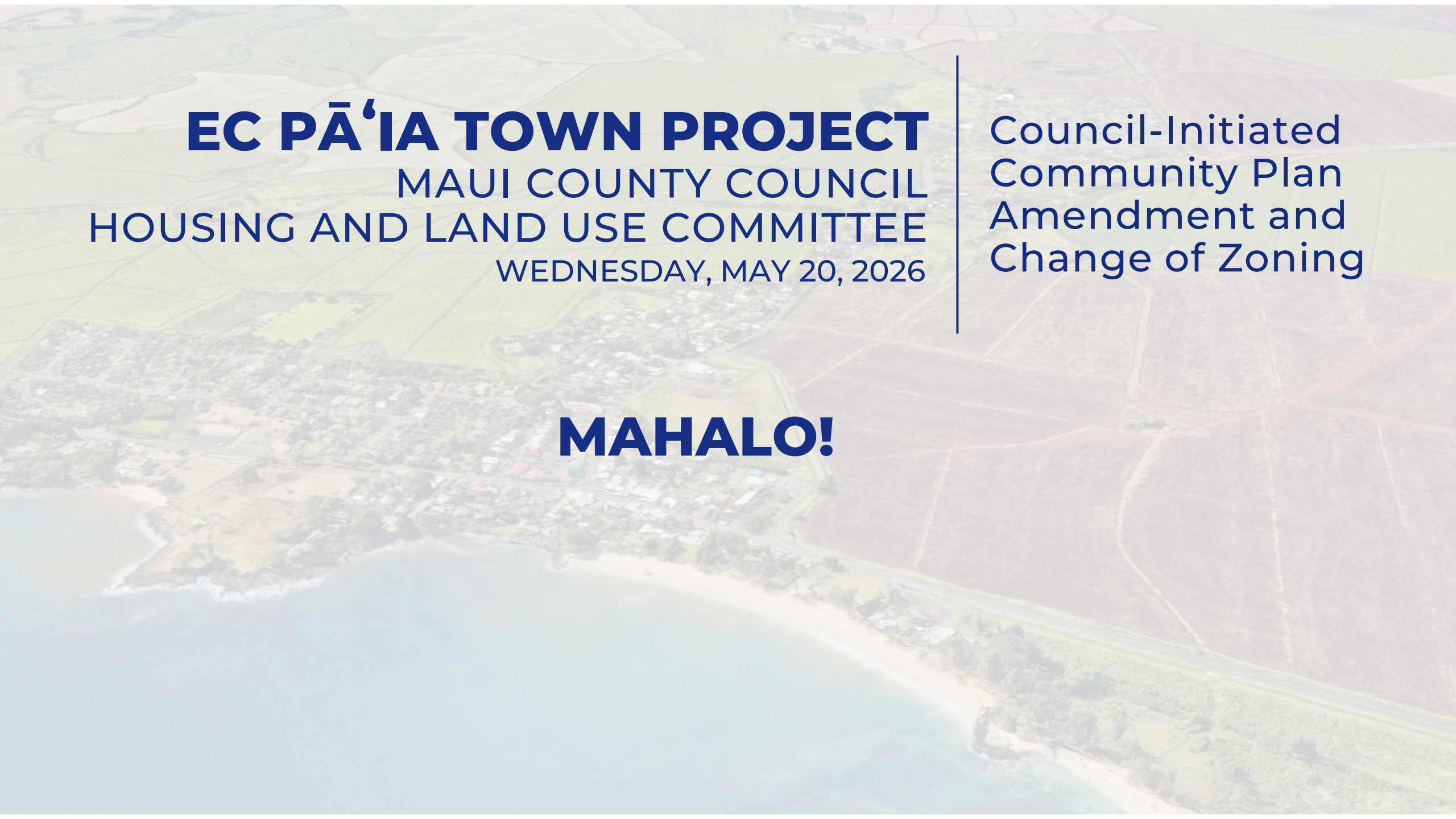
COMMUNITY PLAN AMENDMENT - PĀ'IA, MAUI, HAWAII

- FROM
- (1) OPEN SPACE TO PUBLIC/QUASI-PUBLIC (3.084 AC.)
 - (2) AGRICULTURE TO MULTI-FAMILY (10.364 AC.)
 - (3) AGRICULTURE TO BUSINESS/COMMERCIAL (2.699 AC.)
 - (4) AGRICULTURE TO BUSINESS/COMMERCIAL (4.099 AC.)
 - (5) AGRICULTURE TO SINGLE-FAMILY (12.820 AC.)
 - (6) HEAVY INDUSTRIAL TO SINGLE-FAMILY (7.326 AC.)

AMENDMENTS TO RESOLUTION 26-84 | Page 4

WHEREAS, the EC Pa'ia Town project is proposed to include single-family residential homes, multifamily residential housing, a medical and dental wellness clinic and urgent care facility, a grocery store, neighborhood commercial uses, a potential preschool and daycare facility, **potential heritage hall/center**, and a public parking lot consistent with the visions of the Maui Island Plan and Pa'ia-Ha'iku Community Plan for "small town" mixed uses within defined growth boundaries; and

WHEREAS, as proposed, the project would provide approximately 170 residential units, including **~~roughly 100 income-restricted units~~ at least 34 workforce housing (WFH) units to satisfy current Maui County Code (MCC) Chapter 2.96 requirements and an additional 16 gap group residential units**, and estimated densities of 10 dwelling units per acre in the multifamily residential area and three to seven dwelling units per acre in the single-family residential areas; and



EC PĀ'IA TOWN PROJECT
MAUI COUNTY COUNCIL
HOUSING AND LAND USE COMMITTEE
WEDNESDAY, MAY 20, 2026

Council-Initiated
Community Plan
Amendment and
Change of Zoning

MAHALO!